

Please amend the application as follows:

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In the Claims

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Please add new Claims 6-12.

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6. (New) A method for charging for advertising on the Web, comprising:
 - tracking access history, including a link sequence through which a document is accessed;
 - determining, based on the access history, link traversals from a first document to a second document;
 - determining a number of such determined link traversals leading from the first document to the second document; and
 - charging for advertising based on the number of link traversals to the second document.
 7. (New) The method of Claim 6, wherein a link traversal is determined responsive to two entries in the access history, a first entry corresponding to a request from a given user for the first document and a second entry corresponding to a request from the given user for the second document.
 8. (New) The method of Claim 6, wherein the first document is an advertising page and the second document is a product page.
 9. (New) The method of Claim 6, further comprising:
 - counting the number of sales resulting from a traversed path which includes the advertising page, wherein charging for advertising is based on the number of said sales.
 10. (New) The method of Claim 6, further comprising: